



DioCal Branding

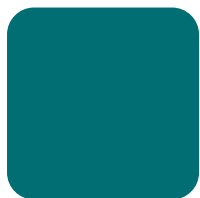
Primary Colors



RGB: 237, 89, 42
HEX: ed592a
CMYK: 2, 80, 95, 0



RGB: 60, 70, 110
HEX: 3C466E
CMYK: 85, 76, 32, 18



RGB: 0, 110, 115
HEX: 006E73
CMYK: 19, 15, 15, 0



RGB: 120, 40, 220
HEX: 78286E
CMYK: 60, 99, 25, 10

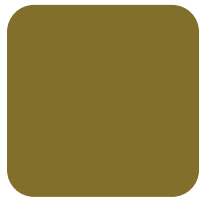
Secondary Colors



RGB: 195, 55, 35
HEX: C33723
CMYK: 17, 92, 100, 6



RGB: 230, 150, 50
HEX: E69631
CMYK: 8, 46, 94, 0

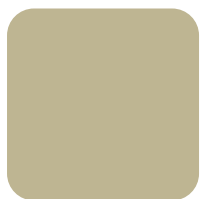


RGB: 130, 110, 30
HEX: 826E1E
CMYK: 45, 46, 100, 21



RGB: 195, 55, 35
HEX: C33723
CMYK: 16, 13, 28, 0

Background Colors



RGB: 190, 180, 145
HEX: BEB491
CMYK: 27, 24, 46, 0



RGB: 205, 204, 204
HEX: CDCCC
CMYK: 19, 15, 15, 0

Fonts

Palatino Linotype | Helvetica Neue | Tahoma | Poppi-Laudito | Futura